

## WHAT IS CLAIMED IS:

1. A method for generating an anonymous data profile of an individual, said method comprising the steps of:

administering to the individual a password;

utilizing the password to access a database;

entering information about the individual in the database; and

storing the information from the individual in the database.

2. A method in accordance with Claim 1 wherein said step of administering to the individual a password comprises the step of allowing the individual to choose a multi-character identifier.

3. A method in accordance with Claim 1 wherein said step of administering to the individual a password comprises the step of asking the individual a plurality of questions.

4. A method in accordance with Claim 2 further comprising the step of communicating with the individual via the password.

5. A method in accordance with Claim 4 wherein said step of communicating with the individual comprises the step of asking the individual for the multi-character identifier.

6. A method in accordance with Claim 5 wherein said step of communicating with the individual further comprises the step of asking the individual at least one personal question, wherein the individual is permitted to enter the database only if the correct multi-character identifier is given and if at least one of the personal questions is answered correctly.

7. A method in accordance with Claim 1 wherein said step of receiving information from the individual comprises the step of receiving information excluding a name, a social security number, and an address of the individual.

8. A method for providing advertising feedback, said method comprising the steps of:

administering to each individual a password;

utilizing the password to access a database;

entering information about the individual in the database;

storing the entered first set of information in the database;

presenting at least one of the individuals with a second set of information; and

receiving feedback from the at least one individual regarding the second set of information.

9. A method in accordance with Claim 8 wherein said step of presenting each individual with a second set of information comprises the step of presenting each individual with a second set of information generated by an advertiser.

10. A method in accordance with Claim 8 further comprising the step of communicating the feedback in aggregate form to the advertisers.

11. A method in accordance with Claim 8 wherein said step of administering to each individual a password comprises the step of allowing each individual to choose a multi-character identifier.

12. A method in accordance with Claim 8 wherein said step of administering to each individual a password comprises the step of asking the individual a plurality of questions.

13. A method in accordance with Claim 8 further comprising the step of paying the individuals for their feedback.

14. A method in accordance with Claim 8 further comprising the step of separating the first set of information from the second set of information and ensuring the advertisers do not obtain the first set of information.

15. A method in accordance with Claim 8 wherein said step of presenting each individual with a second set of information comprises the step of

presenting each individual with a second set of information that is specific to the first set of information provided by the individual.

16. Apparatus for conveying and storing information relating to anonymous data profiles, said apparatus comprising:

a first data repository;

a first computer linked to said first data repository, said first computer configured to communicate with said first data repository via a password and provide a first set of information about an individual to said first data repository, the first set of information lacking information relating to a name, an address, and a social security number of the individual;

a processor programmed to communicate with said first data repository and said first computer.

17. Apparatus in accordance with Claim 16 wherein said processor is further programmed to store the first set of information from said first computer if a correct password is provided by said first computer.

18. Apparatus in accordance with Claim 16 further comprising:

a second data repository;

a second set of computers linked to said second data repository, said second set of computers configured to provide a plurality of second sets of information to said second data repository, said first data repository separate from said second data repository, said processor further programmed to communicate with said second data repository and said second set of computers.

19. Apparatus in accordance with Claim 18 wherein said second set of computers cannot access said first data repository.

20. Apparatus in accordance with Claim 18 wherein said processor is further programmed to screen the second set of information and grant access to the screened second set of information by the first computer if the screened second set of information includes at least one attribute compatible with at least one attribute in the first set of information.

21. Apparatus in accordance with Claim 20 wherein said first computer is configured to access the screened second set of information stored in said first data repository.

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22. A system for generating and controlling anonymous data sets via an electronic data communications network, said system comprising:

a control unit for coupling to the communications network;

a server coupled to said control unit and comprising a consumer generated data base for storing information relating to consumers, a marketer data base for storing information to be reviewed by consumers, and a processor programmed to:

receive consumer generated data sets from consumers, said consumer generated data sets controlled by the consumers, each consumer generated data set including a set of individual characteristics, said processor further programmed to download said consumer generated data sets into said consumer generated data base;

receive information from marketers, said information controlled by said marketers, said processor further programmed to download said marketer generated data into said marketer data base;

said processor further programmed to compare said marketer generated data to each said consumer generated data set and if said marketer generated data is identified as matching one or more said individual characteristics of said consumer generated data sets, designating said marketer generated data for being communicated to the consumer.

23. A system in accordance with Claim 22 wherein said processor is further programmed to communicate said designated marketer generated data to the consumer if the consumer chooses to view said marketer generated data.

Sub C8 24. A system in accordance with Claim 23 wherein said processor is further programmed to communicate a consumer generated feedback of said designated marketer generated data to the marketer.

25. A system in accordance with Claim 22 wherein said processor is further programmed to prevent the marketers from accessing said consumer generated data sets.

5 26. A system in accordance with Claim 22 wherein said processor is further programmed to accept consumer generated data sets from the consumers if a correct password is received by said processor.

~~27. A system in accordance with Claim 22 wherein said consumer generated data sets do not include a name, an address, and a social security number of the consumer.~~

10 28. A system in accordance with Claim 22 wherein the electronic data communications network is a wide area network comprising the Internet.